

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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ATO JAPAN and U.S. Ambassador's wife, Mrs. Roos, Introduce Healthy American Menus and a Recipe Book to
Raise Funds for Disaster-hit Northeastern Japan; Independence Day Celebration A Success in Showcasing
American Foods and Beverages

General Information:

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ATO JAPAN and U.S. Ambassador's wife, Mrs. Roos, Introduce Healthy American Menus and a Recipe Book to Raise Funds for Disaster-hit Northeastern Japan: On July 4, 2011, Agricultural Trade Office (ATO) Japan and Susie Roos, wife of Ambassador John V. Roos, held a media event to present healthy American menus using vegetables from Mrs. Roos's kitchen garden and to introduce a recipe book developed to raise funds for the regions hit by the great earthquake and tsunami occurred on March 11, 2011. Mrs. Roos and ATO Japan's Chef Consultant, Ema Koeda, created delicious recipes featuring U.S. vegetables and ingredients from the garden with a Japanese flair. The recipes were compiled into a booklet, which was titled "A Melting Pot of America and Japan." The recipe booklet along with healthy menu samples drew a lot of attention by the media representatives who attended the event. 500 copies of the recipe book were prepared and presented at this year's U.S. Embassy's Independence Day reception to raise funds. The menu was also served to the 1500 guests at reception.

Independence Day Celebration A Success in Showcasing American Foods and

Beverages: Agricultural Trade Office (ATO) Japan supported the Independence Day Celebration at the U.S. Embassy in Tokyo and Consulates in Osaka, Sapporo, Nagoya,

Fukuoka and Naha. The Tokyo event was held at the Ambassador's Residence on July 4 hosting 1500 VIP guests from a variety of sectors in Japan. ATO Japan coordinated in-kind donation (food and drink) from 59 U.S. related organizations including Cooperators, and wine, beer, and beverage companies. ATO Japan also arranged the participation of 13 food and drink vendors including Major League Baseball Café, McDonald's, Subway, Domino's, Starbucks Coffee, Cold Stone Creamery, and Baker Bounce steak burgers. In addition to these vendors, healthy recipes were created by ATO chef Ema Koeda using U.S. vegetables and vegetables from the kitchen garden of Mrs. Susie Roos. The Consulate General in Osaka also had a great reception held at the Universal Studios -Japan on June 30. Over 300 guests came to enjoy a variety of American foods and drinks donated by Cooperators and importers from turkey, hot dogs, and jambalaya to hand-made desserts using American ingredients. Other Consulates had similar events and all enjoyed U.S. food donations coordinated by ATO Japan.

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